DNS Process and Schema format

A. DNS Cleanse Process:

1. This Job will take input in raw format which client sends and these will process thru identify logic and assign person_id and update into DB.
LAST_NAME|FIRST_NAME|MIDDLE_NAME|ADDRESS1|ADDRESS2|CITY|STATE|ZIP|GENDER|BIRTHDATE|PHONE|EMAIL|DO_NOT_SOLICIT_REASON

2. If input file is not in the above order, please manually add these columns at their respective orders.

LAST_NAME	FIRST_NAME	MIDDLE_NAME	ADDRESS1	ADDRESS2	CITY	STATE	ZIP	GENDER	DOB	PHONE	EMAIL	DNS REASON
Weaver	Will		ADDRESS-A		City	LA	71112					Client Opt
Wiggins	Jimmy		ADDRESS-B		City	LA	71112					Client Opt

3. Other columns can be null but sourceDnsReason is mandatory column and make sure it has some reasons specified otherwise it will rows will be error-out in cleanse.

4. Sometime we gets only emails as DNS input. These input files also required to be in above format with only email and DNS Reason populated.

LAST_NAME	FIRST_NAME	MIDDLE_NAME	ADDRESS1	ADDRESS2	CITY	STATE	ZIP	GENDER	DOB	PHONE	EMAIL	DNS REASON
											testb@abc.com	EMAIL DNS
											testa@abc.com	EMAIL DNS

5. Both above files can be cleansed using
edh cleanse dns -c tanner -e local -p large -i s3a://edh-data-qa/tanner/raw/dns/foundation/2017-05/

   Below is the command to run this:

   (local) edh cleanse dns -e local -c chomp -p small -i "s3a://edh-data-staging/chomp/raw/dns/foundation/2018-03/"

   (qa)   edh cleanse dns -e qa -c chomp -p med -i "s3a://edh-data-staging/chomp/raw/dns/foundation/2018-03/"

   (stage) edh cleanse dns -e stage -c chomp -p large -i "s3a://edh-data-staging/chomp/raw/dns/foundation/2018-03/"

   (prod) edh cleanse dns -e prod -c chomp -p xlarge -i "s3a://edh-data-prod/chomp/raw/dns/foundation/2018-03/"

B. edh dns check/update :

This job will take input in different format. This job updates existing dns flags of customer already in system, means person_id has to be specified.

customer_id|person_id|source|source_type|source_record_id|direct_mail_me|direct_mail_me_reasons|call_me|call_me_reasons|email_me|email_me_reasons|text_me|text_me_reasons

Below command to run edh dns check:

edh dns check -c northwell -e local -p small -o "s3a://edh-data-staging/northwell/raw/dnsUpdate/2018-03/"

Below command to run edh dns update:

edh dns update -c northwell -e local -p small -i "s3a://edh-data-staging/northwell/raw/dnsUpdate/2018-03/"

C.   edh enrich dnslist :

This job will run on whole DB and reassign different DNS flag based on DB column value.

E.g if person have null address field. It will set direct_mail_me to FALSE.(Exclude him from campaign through Mail)

E.g if person have null first_name or Last_name field. It will set direct_mail_me, call_me, text_me, email_me to FALSE.

Below command to run edh enrich dnslist:

edh enrich dnslist -c 127 -e stage -p large